



## Sanford System & Strategies E-NEWSLETTER May 2016

Thank you for subscribing to our newsletter. Walter Sanford was one of the top real estate agents in North America for nearly thirty years, and now, he is one of the most requested speakers, trainers, and coaches. He has authored ten updated systems and books on checklists, pro-active lead generation, listing presentations, buyer systems, and much more which can be found throughout his website. If you would like to contact Walter or have him speak at your event, please email: [walter@waltersanford.com](mailto:walter@waltersanford.com)

### Four Challenges and Solutions from the Front Lines of the Real Estate Industry

There should be more profit-refining rather than adding a new layer of overhead or technology. Sometimes, the basics are not addressed when looking to increase the company's or individual agent's net returns.

#### 1. Lack of training from top agents.

Many times, the agent who was average in production but great at the process becomes a training manager. There are broker/owners who just don't have the time to train; there are the top producers in the office who don't have the time or motivation to train; and then, there are the previously mentioned managers who took that job because it was as financially lucrative as production. Too many agents are not receiving superstar training in lead generation. I have coaching clients who receive training on process rather than lead generation at their offices.

There are many solutions, two of which are detailed below:

A. A brokerage system that brings the top agents into the training and recruiting business -- the two best known systems are Keller Williams and EXIT Realty. It is easy to reproduce these systems by giving better splits for listings sold or pieces of profit on new hires given to the introducer.

B. Set up systems in the office that promote production like meetings where everyone puts their best buyer and best seller together; where the office performs certain lead generation systems until agents commit to them like expired solicitation; where top trainers are brought in and agents are held accountable to new ideas.

#### 2. Reliance on purchased leads.

Agents have lost their ability to prospect for sellers from hot demographics, because they buy leads from consolidators. If the purchased leads are good one year, they will go up in price or decrease in the number of leads in the next year. Agents need to prospect hot seller demographics blending "new school" with old school tools like direct mail, phone, follow-up, database, and closing abilities. The value you can offer certain seller demographics should be discussed at training meetings.

#### 3. Offer macro-economic services.

An agent has the ability to offer great information on a local level. It is the only way to compete with national websites. Whether you develop neighborhood websites or a newsletter based on local statistics, honing your local value is the only way to beat national efforts.

#### 4. Financially struggling agents who don't understand budgeting, planning, and investing.

Many agents are struggling financially and they cannot devote their full attention to maximizing client satisfaction. They do whatever it takes to make the deal; they are in panic mode. With office services in place like setting up agent savings systems at close, training on tax-deferred investments, promoting real estate investing for groups, and budgeting analysis --- offices have more agents who don't live commission to commission. These agents are always better at making deals when the deals are based upon client satisfaction and not agent survival.

Before you attend another webinar from a trainer or a tech guy (who never sold real estate) as they try to make your job easier -- take a step back and start firming up some of the basics.

*We currently have a few availabilities in our coaching program, and this year's schedule has some availabilities for seminars as well.*

*Visit us at [www.waltersanford.com](http://www.waltersanford.com) or call us at 800.792.5837 for more details on coaching, speaking, or training materials.*

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#### Broker Agent Advisor

Do you remember that great Newsletter 'Broker★Agent Professional'?

Well, they have a new platform and approach that you'll want to check out at '[Broker★Agent Advisor](#)'. Here you'll find cutting edge ideas brought to you by some of the greatest minds in real estate, including yours truly.

I'd consider it a [personal favor](#) if you could take a few moments to review and leave some feedback or a comment on my posts, in particular --

- [Overcoming 4 of the Most Common Seller Objections](#)
- [How to Control Expires in Your Market](#)
- [Payback Time](#)

#### Our Coaching Program

The very best athletes, entertainers, and business leaders all have someone in their corner whom they can go to for advice, leadership, and teaching. Unfortunately, the average person has no coach and too often allows himself to be influenced by those who have never achieved high levels of success.

With nearly thirty years of real estate experience including record levels of high real estate production and creative business systems, Walter Sanford offers personal coaching to a select group of clients each year.

Why not make this year the one when you start enjoying your career, your family, and your life? We have a few spaces left in Walter's personal coaching program.

Please call me, Cyndi, at **1.800.792.5837** so that I can arrange a phone appointment with Walter for you to see if this may be the year that you take your business to the next level.



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